



27 September 2016

Dear member of the University of Victoria community,

Today, I am writing to you as a long-time supporter of the United Way Greater Victoria and as Honorary Chair of the 2016 UVic United Way campaign. I strongly believe in the United Way and the work it does in the Greater Victoria area. Every year, the United Way campaign directly supports three key areas of greatest need - Kids, Poverty and Community. Chances are someone you know or work with has been supported by a program funded by the United Way as a result of the \$5.4 million raised last year by big-hearted Greater Victoria supporters.

The University of Victoria has a proud history of giving generously to the United Way campaign as one of its most strategic and involved partners. Strong leadership support and a dedicated United Way campaign committee at UVic have made us the second highest grossing workplace campaign in Greater Victoria. Last year we raised \$273,000, and I am confident we can exceed that amount this year.

Starting in 2015, the campaign had an additional goal to increase the number of UVic donors by 100 over two years. Achieving this goal will bring our level of participation, across all employee groups, to more than ten percent. The e-pledge system makes it easier than ever to donate through payroll deduction. You can visit the UVic United Way website (<http://www.uvic.ca/unitedway/>) for more details or make your donation via the United Way of Greater Victoria e-pledge page (<https://pledge.uwgv.ca>)

To launch this year's UVic United Way Campaign, I invite you to join me at the kick-off event on Thursday, September 29th from 12 to 12:45 p.m. in the lobby of University Centre. The campaign runs from October to December and as usual we have a stellar line up of new and traditional events, including the Plasma Car Race, Power up the Tower and the Holiday Artisan's Market. Full event details will be posted on the UVic United Way website, on Facebook ([facebook.com/uvicunitedway](https://www.facebook.com/uvicunitedway)) and on Twitter ([twitter.com/UVicUnitedWay](https://twitter.com/UVicUnitedWay)). Event posters and details will also be circulated across campus.

Lastly, any successful endeavour needs the support of many champions. In fact, this year's United Way campaign motto is "The Power of You". If you are interested in promoting the United Way or hosting an event in support of the UVic United Way campaign in your unit, please contact the campaign assistant at [unitedway@uvic.ca](mailto:unitedway@uvic.ca).

Yours sincerely,

  
Jamie Cassels, QC  
President and Vice-Chancellor

